



# ANATIONALMOVEMENTTO ENDDISTRACTEDDRIVING

Distracted driving is an epidemic that is sweeping our country, claiming lives and destroying families. In 2008, nearly 6,000 people were killed and more than half a million were injured in crashes involving a distracted driver, according to the National Highway Traffic Safety Administration (NHTSA).

Cell phone use while driving delays a driver's reactions as much as a .08 blood alcohol concentration, according to a University of Utah study. You wouldn't put your friends and family in a car with a drunk driver, so why would you put them in equal danger by talking or texting while driving? Today, an estimated 11 percent of vehicles during daylight hours—one in ten—have a driver who is using a phone, according to data from NHTSA.

If you think you can call, text and drive at the same time, you cannot. That text message or call that just can't wait could kill.

To combat this distracted driving epidemic, Oprah Winfrey and Harpo Studios are launching a new public service announcement campaign and joining forces with some of the country's preeminent transportation safety organizations in a nationwide effort to make every car a No Phone Zone.

No Phone Zone is a large-scale effort to honor victims of distracted driving, while also educating and inspiring Americans to end the deadly driving habits that result in senseless tragedies and loss.

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**"A call or text isn't worth taking a life," said Winfrey. "We must not allow more mothers and fathers, daughters and sons, sisters and brothers to die before we take action against distracted driving. Let's put a stop to it now by making our cars a No Phone Zone."**

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Do your part to help put an end to distracted driving. Pledge to make your car a No Phone Zone.

A study for the Insurance Institute for Highway Safety indicates that when drivers turn off their cell phones, they are four times less likely to get into accidents serious enough to cause injury.

By signing the No Phone Zone pledge, drivers agree to make their car a No Phone Zone and refrain from using their phone while driving, eliminating distractions from incoming calls, texts or e-mails. To date, more than 175,000 people have signed Oprah's No Phone Zone pledge at [Oprah.com](http://Oprah.com). Many celebrities have already joined the cause, including Olympic Gold Medalist Shaun White; Oscar® winners Sandra Bullock, Jeff Bridges and Mo'Nique; the cast of TV's *Glee*; comedian Jerry Seinfeld; actress and icon Raquel Welch; country music's Lady Antebellum; entertainer and entrepreneur Tyler Perry; and many more.

If you think you have the texting and driving thing down . . . you *do not*. Make your car a No Phone Zone and pass it on. You could save a life—maybe even yours.

Get involved. Take the pledge. Spread the word.

Find out more and take the No Phone Zone pledge at [Oprah.com/NoPhoneZone](http://Oprah.com/NoPhoneZone) or text **NPZ** to **30644** when you are not driving.